

FOR WIRE TRANSMISSION 8:30 A.M. ET, Tuesday, January 15, 2002

ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES DECEMBER 2001

The Census Bureau of the Department of Commerce announced today that advance estimates of U.S. retail and food services sales for December, adjusted for seasonal, holiday, and trading-day differences, but not for price changes, were \$295.1 billion, a decrease of 0.1 percent ($\pm 1.0\%$) from the previous month, but up 4.1 percent ($\pm 1.7\%$) from December 2000. Total sales for the October through December period were up 5.0 percent ($\pm 0.5\%$) from the same period a year ago. Total sales for the 12 months of 2001 were up 3.4 percent ($\pm 0.6\%$) from 2000. The October to November 2001 percent change was revised from -3.7 percent ($\pm 1.0\%$) to -3.0 percent ($\pm 0.3\%$).

Retail trade sales were down 0.3 percent ($\pm 1.0\%$) from November, but were 3.8 percent ($\pm 1.7\%$) above last year. Motor vehicle and parts dealers were up 11.7 percent ($\pm 3.5\%$) from last year and sales of health and personal care stores were up 8.4 percent ($\pm 3.6\%$) from December 2000. Sales of gasoline stations decreased 16.7 percent ($\pm 4.8\%$) from December a year ago and nonstore retailers were down 12.1 percent ($\pm 9.4\%$) from last year.

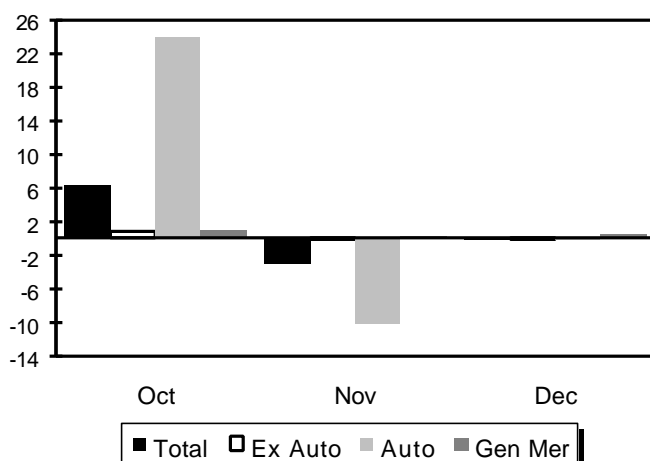
The scheduled release dates for 2002 are as follows: January 15, February 13, March 13, April 12, May 14, June 13, July 12, August 13, September 13, October 11, November 14, December 12.

The advance estimates are based on a small subsample of the Bureau's full retail and food services sample. Estimates from the advance and the subsequent full survey can differ because of the earlier reporting in the advance and because of sampling variability present in both surveys.

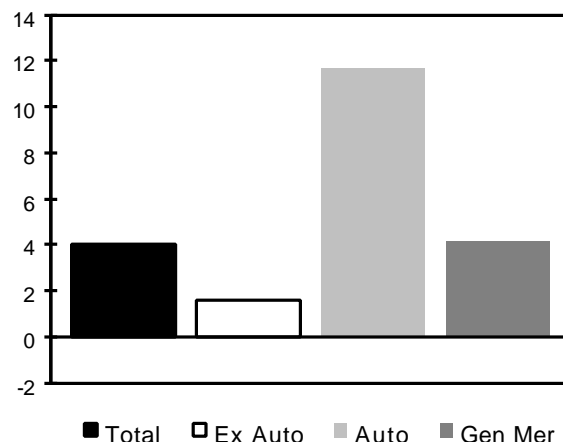
Percent Change in Retail and Food Services Sales

(Data adjusted for seasonal, holiday, and trading-day differences, but not for price changes)

From Previous Month



From Previous Year



The Advance Monthly Sales for Retail and Food Services for January is scheduled to be released February 13, 2002 at 8:30 a.m.

Address inquiries concerning this report to Scott Scheleur, Service Sector Statistics Division, U.S. Census Bureau, Washington, DC 20233. Telephone: 301-457-2713 or 301-457-2666.

This report is available the day of issue through the Department of Commerce's online Economic Bulletin Board. For information call 202-482-1986. The data are also available on the Internet - <http://www.census.gov/svsd/www/advtable.html>.

**Table 1. Estimated Advance Monthly Sales for Retail and Food Services,
by Kind of Business**

(In Millions of Dollars and Annual Percent Change)

NAICS code	Kind of Business	Not Adjusted							Adjusted ¹				
		12 Month Total		2001			2000		2001			2000	
		2001	% Chg. 2000	Dec. ² (a)	Nov. (p)	Oct. (r)	Dec.	Nov.	Dec. ² (a)	Nov. (p)	Oct. (r)	Dec. (r)	Nov. (r)
	Retail & food services,												
	total	3,503,602	3.4	338,720	298,562	303,646	329,118	285,240	295,108	295,423	304,657	283,604	283,399
	Total (excl. motor vehicle & parts) ...	2,625,299	2.7	272,331	227,933	217,794	269,269	223,248	218,395	218,598	218,972	214,929	215,409
	Retail	3,183,232	3.3	311,255	272,652	276,890	303,104	260,698	267,643	268,433	277,928	257,898	257,565
	GAFO³	(*)	(*)	(*)	86,072	71,683	117,893	83,119	(*)	76,008	75,125	72,752	73,757
441	Motor vehicle & parts dealers	878,303	5.6	66,389	70,629	85,852	59,849	61,992	76,713	76,825	85,685	68,675	67,990
4411, 4412	Auto & other motor veh. dealers ..	805,675	6.3	60,982	64,777	79,571	54,090	56,039	70,745	70,872	79,651	62,388	61,922
44111	New car dealers	(*)	(*)	(*)	56,472	70,515	46,956	48,793	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	5,852	6,281	5,759	5,953	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	92,049	0.4	9,433	8,552	7,671	8,617	8,383	7,947	7,839	7,506	7,247	7,684
4421	Furniture stores	(*)	(*)	(*)	4,551	4,054	4,343	4,398	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	4,001	3,617	4,274	3,985	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	88,205	0.7	12,452	8,463	6,811	11,241	7,786	7,883	7,732	7,431	7,172	7,196
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	6,233	4,810	8,654	5,741	(*)	5,468	5,368	5,106	5,103
44312	Computer & software stores.....	(*)	(*)	(*)	2,230	2,001	2,587	2,045	(*)	2,264	2,063	2,066	2,093
444	Building material & garden eq. & supplies dealers.....	292,257	5.4	21,271	23,440	25,936	20,847	21,909	23,903	24,365	24,453	23,382	22,988
4441	Building mat. & sup. dealers	(*)	(*)	(*)	21,089	23,264	17,901	19,258	(*)	21,519	21,481	20,204	19,813
445	Food & beverage stores.....	480,702	3.3	44,729	40,901	39,990	44,032	39,319	40,628	40,593	40,503	39,640	39,216
4451	Grocery stores	434,365	3.0	39,188	36,900	36,276	38,867	35,547	36,624	36,680	36,642	35,955	35,476
4453	Beer, wine & liquor stores	(*)	(*)	(*)	2,679	2,479	3,410	2,572	(*)	2,549	2,532	2,446	2,490
446	Health & personal care stores	172,105	8.6	17,074	14,482	14,804	15,812	13,345	14,770	14,717	14,789	13,631	13,617
44611	Pharmacies & drug stores	(*)	(*)	(*)	12,479	12,844	13,790	11,468	(*)	12,721	12,767	11,627	11,678
447	Gasoline stations	237,901	-2.5	16,652	17,382	19,301	20,192	20,122	16,940	17,683	18,960	20,334	20,723
448	Clothing & clothing accessories stores	169,326	0.5	24,659	15,525	13,416	25,068	15,761	14,228	13,873	14,047	14,287	14,206
44811	Men's clothing stores	(*)	(*)	(*)	974	864	1,517	1,019	(*)	854	871	888	896
44812	Women's clothing stores	(*)	(*)	(*)	2,788	2,602	3,978	2,900	(*)	2,589	2,607	2,688	2,703
44814	Family clothing stores	(*)	(*)	(*)	5,647	4,691	8,345	5,840	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	1,762	1,632	2,398	1,791	(*)	1,809	1,797	1,842	1,850
451	Sporting goods, hobby, book & music stores.....	87,423	9.8	13,467	8,634	6,631	12,105	7,255	7,540	7,800	7,520	6,627	6,671
452	General merchandise stores.....	418,103	2.5	57,158	41,041	33,686	55,505	40,166	35,305	35,138	35,090	33,886	34,418
4521	Department stores (ex. L.D.).....	236,791	0.0	34,671	23,905	18,395	34,026	23,816	19,952	19,832	19,589	19,406	19,900
4521	Department stores (incl. L.D.) ⁴	(*)	(*)	(*)	24,329	18,734	34,731	24,335	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	17,136	15,291	21,479	16,350	(*)	15,306	15,501	14,480	14,518
45291	Warehouse clubs & superstores	(*)	(*)	(*)	13,341	12,159	17,158	13,101	(*)	11,912	12,269	11,601	11,604
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	3,795	3,132	4,321	3,249	(*)	3,394	3,232	2,879	2,914
453	Miscellaneous store retailers	111,745	2.9	11,611	9,595	9,409	11,351	9,150	9,268	9,416	9,421	8,781	9,064
454	Nonstore retailers	155,113	-4.4	16,360	14,008	13,383	18,485	15,510	12,518	12,452	12,523	14,236	13,792
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	10,119	9,372	12,884	10,860	(*)	8,861	8,767	9,467	9,460
722	Food services & drinking places ...	320,370	4.7	27,465	25,910	26,756	26,014	24,542	27,465	26,990	26,729	25,706	25,834

(*) Advance estimates are not available from the subsample panel for these business classifications.

(NA) Not available. (a) Advance estimates. (p) Preliminary. (r) Revised.

Note: Totals include data for business classifications not shown separately.

(1) Data are concurrently adjusted for seasonal variations, holiday, and trading-day differences, but not for price changes. Concurrent seasonal adjustment uses all available unadjusted estimates as input to the X-12-ARIMA program and the factors derived from the program are used in calculating all seasonally adjusted data shown in this publication. Factors and explanatory material are released on the Internet at <http://www.census.gov/mrts/www/mrts.html>.

(2) Advance estimates are based on early reporting by a small subsample of the full survey panel. All other estimates are based on the full sample.

(3) GAFO represents stores which specialize in department store types of merchandise (furniture & home furnishings (442), electronics & appliances(443), clothing & accessories(448), sporting goods, hobby, book, music (451), general merchandise(452), office supplies, stationery, and gift stores(4532)).

(4) Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Table 2. Percent Change in Estimated Advance Monthly Sales for Retail and Food Services, by Kind of Business

(Adjusted for seasonal variations, holiday, and trading-day differences, but not for price changes)

NAICS code	Kind of Business	Percent Change ¹					
		Dec. 2001 Advance from --		Nov. 2001 Preliminary from --		Oct. 2001 through Dec. 2001 from --	
		Nov. 2001 (p)	Dec. 2000 (r)	Oct. 2001 (r)	Nov. 2000 (r)	Jul. 2001 through Sept. 2001	Oct. 2000 through Dec. 2000
	Retail & food services, total	-0.1	4.1	-3.0	4.2	2.7	5.0
	Total (excl. motor vehicle & parts)	-0.1	1.6	-0.2	1.5	-0.2	1.5
	Retail	-0.3	3.8	-3.4	4.2	2.9	5.0
441	Motor vehicle & parts dealers	-0.1	11.7	-10.3	13.0	11.8	16.2
4411, 4412	Auto & other motor veh. dealers ..	-0.2	13.4	-11.0	14.5	13.1	18.0
442	Furniture & home furn. stores	1.4	9.7	4.4	2.0	2.5	3.0
443	Electronics & appliance stores	2.0	9.9	4.1	7.4	5.8	6.4
444	Building material & garden eq. & supplies dealers.....	-1.9	2.2	-0.4	6.0	-0.7	4.7
445	Food & beverage stores.....	0.1	2.5	0.2	3.5	0.9	3.1
4451	Grocery stores	-0.2	1.9	0.1	3.4	0.9	2.8
446	Health & personal care stores	0.4	8.4	-0.5	8.1	1.9	8.3
447	Gasoline stations	-4.2	-16.7	-6.7	-14.7	-11.2	-13.5
448	Clothing & clothing accessories stores	2.6	-0.4	-1.2	-2.3	0.7	-1.6
451	Sporting goods, hobby, book & music stores.....	-3.3	13.8	3.7	16.9	4.2	14.5
452	General merchandise stores.....	0.5	4.2	0.1	2.1	0.9	2.8
4521	Department stores (ex. L.D.).....	0.6	2.8	1.2	-0.3	1.2	0.3
453	Miscellaneous store retailers	-1.6	5.5	-0.1	3.9	-0.9	3.9
454	Nonstore retailers	0.5	-12.1	-0.6	-9.7	-1.9	-10.4
722	Food services & drinking places	1.8	6.8	1.0	4.5	1.0	5.0

(p) Preliminary. (r) Revised.

(1) Percent change rounded to nearest tenth.

Official Business

Penalty for Private Use, \$300

Reliability of Estimates

The Advance estimates are based on a small subsample of the Bureau's full retail sales sample. Estimates from the Advance and the subsequent full survey can differ because of the earlier reporting in the Advance and because of sampling variability present in each survey. The margin of sampling error, as used on page 1, gives a range about the estimate which is a 90% confidence interval. If, for example, the trend estimate is +1.2% and the standard error is 0.9%, then the margin of sampling error is $\pm 1.65 \times 0.9\%$ or $\pm 1.5\%$, and the 90% confidence interval is -0.3% to +2.7%. If the interval contains 0, it is uncertain whether there was an increase or decrease. For monthly level, the coefficient of variation (CV) is given. The resulting confidence interval is the estimated value $\pm 1.65 \times CV \times$ (the estimated value). Estimates of sampling variability are given in Table 3.

Estimates from the Advance and the full survey are subject to nonsampling

errors. Such errors can occur because of nonresponse, insufficient coverage of the universe of retail businesses, and response errors. Additionally, estimates of sales prior to March 2001 have been restated from SIC-based estimates. The restatement methodology may have introduced additional nonsampling error. Precautionary steps are taken to minimize nonsampling errors, but their magnitude is not directly measured.

Preliminary estimates for the current month and final estimates for the previous month based on the full sample will be published next month in the Monthly Retail Trade Report. This report will provide sales estimates in greater detail and additional measures of sampling variability. It will also present a description of revisions, the techniques used in developing the estimates, and an explanation of confidence intervals and sampling variability (Appendix B, Reliability of Estimates).

Table 3. Measures of Variability of and Revision to Advance Estimates for Level and Trend

NAICS Code	Kind of Business	Level of sales: Median CV ⁽²⁾ for Current Mo. (%)	Trend (percent change): Median standard error ⁽²⁾ for			Revision for month- to-month change ⁽¹⁾	
			Current Mo. to Previous Mo.	Current Qtr. to Previous Qtr.	Current Mo. to Current Mo. Last Yr.	Average revision	Median absolute revision
	Retail & food services,						
	total	0.7	0.6	0.3	1.0	0.1	0.3
	Total (excl. motor vehicle & parts) ..	0.7	0.6	0.4	1.0	0.1	0.2
	Retail	0.7	0.6	0.3	1.0	0.1	0.3
441	Motor vehicle & parts dealers	1.8	1.5	0.7	2.1	0.2	0.7
4411, 4412	Auto & other motor veh. dealers	2.0	1.7	0.7	2.3	0.2	0.7
442	Furniture & home furn. stores.....	3.6	2.0	1.0	5.0	0.2	1.1
443	Electronics & appliance stores	1.2	0.7	1.1	1.6	0.5	0.6
444	Building material & garden eq. &...						
	supplies dealers.....	1.9	1.2	0.7	3.6	0.1	0.4
445	Food & beverage stores.....	0.7	0.4	0.2	0.8	0.1	0.2
4451	Grocery stores	0.8	0.3	0.2	0.9	0.1	0.2
446	Health & personal care stores	2.1	0.5	0.9	2.2	-0.1	0.4
447	Gasoline stations	1.8	1.2	0.5	2.9	-0.4	0.8
448	Clothing & clothing accessories						
	stores	1.5	1.1	0.6	2.1	-0.1	0.4
451	Sporting goods, hobby, book &						
	music stores.....	2.4	2.4	2.3	3.1	0.2	1.2
452	General merchandise stores.....	0.2	0.1	0.1	0.3	-0.1	0.4
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	-0.2	0.5
453	Miscellaneous store retailers	3.5	4.0	1.5	11.9	0.7	0.9
454	Nonstore retailers	5.3	2.5	2.2	5.7	0.2	0.6
722	Food services & drinking places ..	2.4	1.4	1.1	2.8	0.4	0.8



(1) These columns measure the difference between the estimates of trend for the same pair of data months, i.e. the difference between the Advance/Preliminary ratio and the Preliminary/Final ratio estimates. These revisions combine data from the SIC-based and NAICS-based samples.

(2) Medians are based on the period February 2001 to present.